



# REPORTER

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Becoming THE Reference in Health Nutrition for Cats and Dogs

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# Get The MESSAGE

“Change. It’s constantly happening. The market is changing. Our business is changing. It’s a cliché, but it’s true: the only thing that is constant is change.”

It may feel difficult sometimes, but change isn’t necessarily a bad thing. When I wrote this, I had just finished the first week in my new role as Director of Corporate Affairs. In contrast to that short time, I’m also coming up on my ninth anniversary at Royal Canin. I’ve seen a lot of change in that period of time, and I am sure there will be a lot more in the next nine years. When I first started at Royal Canin, my job was to answer questions and provide all phone consultations for veterinarians who were using our then newly-added line of veterinary diets. There were fewer than 15 veterinary district managers in the entire sales force and you could only purchase our diets through two veterinary distributors; neither of which still exists today. Can you even imagine that?

Now we have an entire team of veterinarians and veterinary technicians to answer questions and provide nutritional consultations and a sales force that has grown ten times in size! We take our own orders directly from veterinary clinics and breeders to completely own the relationship and customer experience. As a veterinarian, I can tell you having that consistency in contact points would have had a tremendous influence on my decision of which diets to recommend in my practice. And this is just one example of how we have changed as an organization to better serve the demands of the market. More importantly, this is an example of how we have shaped our business model to feed more cats and dogs. The pet food industry will continue to evolve and shape all three of our pillars. To continue our growth trajectory, we’ll need to remain nimble and adaptable. As they say, “What got you here won’t get you there.” We will continue to increase our number of associates, as well as our current capabilities. We’ll develop our internal leaders to take us to the next level. When it makes sense, we’ll add external talent. We’ve already seen evidence of this. We’ve brought in even more expertise in Ecommerce and Digital Marketing with the exciting addition of Kamie Eckert. The realignment of the Influencer Pillar under Ann Hudson is a move to continue serving our professional partners while identifying new influencers.

I’m confident there will be a day when we look back at 2013 and say, “Only 700 hundred US associates? How did we even manage our business with such a small group?” But there is one thing that will never change: our unwavering commitment to putting the needs of the cat and dog first in everything we do. This is one of the things that initially attracted me to Royal Canin. And through a lot of change in nine years, this has always been a constant. All the changes we’ve made have helped to feed more cats and dogs, and by doing so, each of us has had a part in improving their health. We’ve grown, we’ve restructured, and we’ve tried new approaches, but we have never lost sight of what we are here to do. Whatever your role at Royal Canin, every day you help make the lives of cats and dogs better by doing what you do. That is the one thing that we can all hold on to that will never change.

Brent Mayabb, DVM  
Director of Corporate Affairs

*C. B. Mayabb, DVM*

## Our MISSION

Constantly bring through Health Nutrition and Shared Knowledge, the most precise nutritional solution for each Cat’s and Dog’s health needs, by building on constantly deepened scientific knowledge and on Royal Canin’s roots in the feline and canine professional networks.

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## Meet the PETS



**FIGI**  
**BREED:** Bengal  
**AGE:** 9 years old | M  
**TEMPERAMENT:** Vocal, strong-willed and enjoys walking around outside.  
**PET OWNER:** Elizabeth Reed, Veterinary District Manager



**ROWDY**  
**BREED:** Boston Terrier  
**AGE:** 9 years old | M  
**TEMPERAMENT:** Mild, sweet and family friendly.  
**PET OWNER:** Jenny Gill, Veterinary District Manager



**CATMANUEL & PYEWACKET**  
**BREED:** Siamese  
**AGE:** 9 year old brothers | M  
**TEMPERAMENT:** Affectionate and dog-like. They love to play fetch and come and sit on command.  
**PET OWNER:** Katie Hartley, National Nutrition Training Manager



**VIOLET**  
**BREED:** English Bulldog  
**AGE:** 5 years old | F  
**TEMPERAMENT:** Happy, often adventurous but loves to sleep.  
**PET OWNER:** Lauren Coxen, Technical Services Veterinary Technician



### Can you find ME?



**PERSIAN KIBBLE**  
Challenge yourself and your family to uncover this hidden kibble!





## Pawsitive **IMPACT**

Serve  
more  
**PETS**

Do it  
**TOGETHER**

Do it  
**BEST**

"I just wanted to tell you how pleased I am with your product. I purchased your feline **Oral Sensitive** dry food. My rescue cat came to me with terrible teeth and it has been difficult to get her on a well-balanced diet because she was not interested in a high quality food. She was used to eating a poor quality diet and table scraps. In all of my attempts to give her an oral care dry food she would like, I was most impressed with the nutrition in your product and as it turns out, my cat loves it! It is the perfect size for her. Her teeth used to hurt so bad that she would swallow her dry kibble whole because it hurt her to chew. Thank you from the bottom of my heart for your wonderful Oral Sensitive dry food. She now has healthy teeth and gums. Please don't ever stop producing products that help pets!"

**MELANIE D.**

"I don't have any questions to ask just merely a sincere thank you for making such a great product. I have two Miniature Dachshunds, Dilbert and Rocky, and switched to your product when we adopted Rocky this past year. We were feeding Dilbert with the lower quality food prior to switching. Once we got Dilbert acclimated to the new food, we immediately noticed a huge difference in several aspects of his life. His coat became much shinier, his teeth were much cleaner, and he slimmed down to a much leaner and healthier weight. We will continue to use your product, because it is worth all the money that it costs. Thank you very much from a very happy customer."

**MICHAEL P.**

"I just wanted to send you a note and say thank you for the brand you have made. I have two cats. One is about six months old and the other is three. My oldest cat was having a real problem with his weight. I took him in to see a veterinarian at Banfield Pet Hospital and they told me about your brand. I put him on the **Light Indoor** formula and within a few months he has already lost four pounds. He seems to have more energy and looks so much healthier. I am very glad my veterinarian recommended your brand. Thank you again."

**KAYLA M.**

"Baxter, a Bulldog patient at Bodega Bay Veterinary Hospital, is very happy to be eating the Royal Canin **Anallergenic** formula. After years of blistered feet from pododermatitis, constant ear infections, skin fold pyoderma (Baxter is the king of skin folds,) yeast infections, a dull and greasy coat, and really objectionable dog odor, Baxter looks and smells like a new dog because his food allergies are finally under control. The Anallergenic diet is nothing less than amazing."

**BODEGA BAY VETERINARY HOSPITAL  
BODEGA BAY, CA**

“Thank you from the bottom of my heart for your wonderful Oral Sensitive dry food. She now has healthy teeth and gums. Please don't ever stop producing products that help pets!”



# TESTIMONIALS





# HOW ROYAL CANIN ASSOCIATES Put Our Principles In Action

Our company and Associates have been guided by The Five Principles of Quality, Responsibility, Mutuality, Efficiency, and Freedom for generations. Of course, most businesses consider quality, responsibility and efficiency to be important. What distinguishes Mars is how we embed these Principles in our approach to business, and commit to doing business in ways that create mutual benefits for all those involved in our success. And by being a family-owned business we allow ourselves the freedom to do so. Another key differentiation for our business is that The Five Principles extend beyond how we conduct business; our Associates truly embody and exemplify these Principles in both their professional and personal lives. The Five Principles play an active role in our everyday decisions, fostering a culture of ethics and integrity.

With a business that continues to grow globally, often in places where cultural norms may differ and regulations may be less stringent than our own standards, we understand the importance to equip our Associates with the training, resources and even the time that allow them to make decisions that live up to the high ethical standards we expect of everyone at Mars. This February, one of our own

Royal Canin Associates, **Jennifer Wilson, Retail District Manager for the South Central California territory**, spent a month in Muizenburg, South Africa volunteering at a small Non-Governmental Organization called "Dreams to Reality." She was assigned to a child care facility that was located in one of the city's smallest townships. The townships in South Africa are segregated underdeveloped urban living areas that do not exist with the government's permission. As a result, the townships are not properly maintained and create very poor living conditions for the community. They experience inconsistent services including inadequate sewage systems, no electricity, damaged roads, little clean water and have limited or no access to healthcare. The townships are very unsanitary with dangerous living conditions due to high rates of crime and poverty.

During Jennifer's sabbatical she served as a teacher's aide for a classroom of 16 two- and three-year old children. All of these children live in the township and come from broken homes, and most likely have experienced a difficult or unstable upbringing. Several of the children in the school were orphaned; they had lost their parents due to crime, alcohol, drugs or

AIDS. Consequently the children were taken in by neighbors or relatives who were unable to provide the proper care. Jennifer worked with several children in her classroom who were very sick and sadly do not have access to the proper medications or treatments because the government does not provide any money toward healthcare services. In fact the child care facility that Jennifer volunteered at is only kept open by donations and very minimal fees from the children's guardians.

Jennifer's typical work day consisted of cleaning, feeding, teaching, reading stories, singing songs and playing with the children. Each of them loved the one-on-one interaction with Jennifer and never wanted to leave her at the end of their school day. She bought several items for the children she knew they would enjoy including coloring books, pens and stickers. Although her contributions were not extravagant gifts, these items were very special

privileges for the children and the teacher could not thank Jennifer enough for her kindness and generosity. Jennifer most enjoyed the opportunity to be involved in their education and the chance to teach the children. They were all so interested to learn new things and absorbed it all! She also worked with the teacher on a special project to design and facilitate new activities and crafts unique to their school program. *"Although it was incredibly difficult not to think about what these sweet children went home to, I could not help feeling the pain in my heart when I looked into their beautiful brown eyes. They were all so wonderful and just wanted to feel safe and be loved. I hope that in my short time with them that I was able to provide the love and comfort they desperately needed. It was an incredibly humbling experience and I would do it again in a heartbeat."* Jennifer's story is a captivating depiction of our Principles in Action and should make each of us proud to be Mars Associates.







# Introducing our NEW ASSOCIATES



**KIM BAILEY**  
Line Manager  
**Location:**  
North Sioux City, SD  
Factory  
**Line Manager:**  
Vince Mooney



**DAVID BOYER**  
Packaging  
**Location:**  
Rolla, MO  
Factory  
**Line Manager:**  
Michael Newkirk



**GREG BRADY**  
Veterinary District  
Manager  
**Territory:**  
Tampa, Florida  
**Line Manager:**  
Bryan Rothlein



**CRYSTAL COBURN**  
Plant Controller  
**Location:**  
North Sioux City, SD  
Factory  
**Line Manager:**  
Vince Mooney



**LIZ EYRAUD**  
Trade Marketing  
Manager  
**Territory:**  
West Coast National  
Accounts-Petco &  
PetSmart  
**Line Manager:**  
Ronna Krahl



**ST. LOUIS POST-DISPATCH**

On Sunday June 23<sup>rd</sup>, 2013 the Saint Louis Post-Dispatch published their annual "Top Workplaces" feature. This is a list of the best places to work in the Greater St. Louis area and we are proud to announce Royal Canin USA has been named to the list! We are honored to have been selected for the award, particularly as the judges were you, our associates!



**ALAN FISCHBECK**  
Veterinary District  
Manager  
**Territory:**  
Dallas, Texas  
**Line Manager:**  
Ritston Brevitt



**RANDI KEPHART**  
Order Services  
Representative  
**Location:**  
Corporate Headquarters  
**Line Manager:**  
Cindy Rader



**CHAD ROLFES**  
North American  
Quality & Food Safety  
Coordinator  
**Line Manager:**  
Nicolas Perrin



**MELANIE GENS**  
Order Services  
Representative  
**Location:**  
Corporate  
Headquarters  
**Line Manager:**  
Jonathan Winski



**ALAN KWANG**  
Veterinary Regional  
Manager  
**Territory:**  
Pacific Northwest  
**Line Manager:**  
Kathy Joyce



**DEVON SKAGGS**  
Shipping I  
**Location:**  
V-Warehouse  
Rolla, MO  
**Line Manager:**  
Mandy Rehkop



**ERIN HORRIGAN**  
Veterinary District  
Manager  
**Territory:**  
Boston, Massachusetts  
**Line Manager:**  
Daniel Baker



**CARLA LYONS**  
Veterinary District  
Manager  
**Territory:**  
Chicago  
**Line Manager:**  
Matt Evangelista



**JOE TAYLOR**  
Key Account Manager  
for the Pet Supplies Plus  
**Line Manager:**  
John Thaman



**CORY JOHNSON**  
Shipping I  
**Location:**  
V-Warehouse  
Rolla, MO  
**Line Manager:**  
Mandy Rehkop



**TYLER MARTINSON**  
Retail District Manager  
**Territory:**  
North Seattle  
**Line Manager:**  
Eunice O'Neil



**NATALIE WORD**  
Veterinary District  
Manager  
**Territory:**  
Birmingham, Alabama  
**Line Manager:**  
Todd East



**JOHN KAHN**  
Retail District Manager  
**Territory:**  
Connecticut &  
Rhode Island  
**Line Manager:**  
Tim Mody



**DONALD RIGAUD**  
Retail District Manager  
**Territory:**  
Central Gulf Coast  
**Line Manager:**  
Amy Rose



**JAMES WHITE**  
Veterinary District  
Manager  
**Territory:**  
West Tennessee &  
Mississippi  
**Line Manager:**  
Todd East

# WELCOME



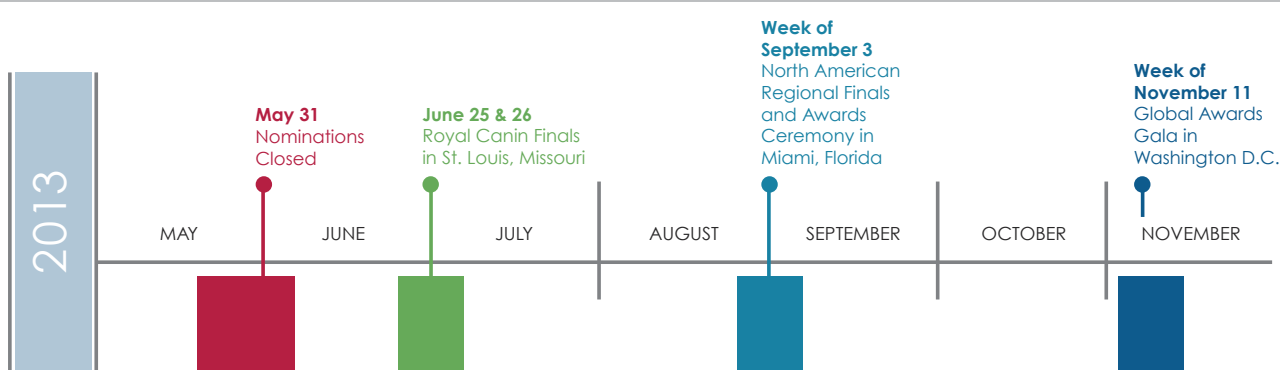


2013 FINALISTS

<b>INNOVATION</b> ALAN HARRINGTON SCOTT FLETCHER & KATIE HARTLEY ERIC O'BRIEN MIMI STELLMAN VALERIE TURNER
<b>LINE MANAGER EXCELLENCE</b> AMY ROSE DJ GRACIA ROBERT LEE STEPHANE GAYET
<b>PEOPLE</b> DAVID HOLMES & RANDY SKASICK GRANT IDEN JENNIFER SYTSMA JENNIFER WILSON LAUREN ECHSTENKAMPER LUCY & JIM EYER MICHAEL NEWKIRK TAMEKA BENNETT WILLIAM WISEMAN
<b>PLANET</b> ANTHONY VONDRAK & PETER STEINBACH

The Make the Difference Awards Program provides an opportunity to celebrate the stories of our Associates that are making a real impact to People and the Planet through Performance. Each and every nomination that was submitted was powerful. These stories came from Associates in every function of the business and each one was a genuine testimonial of appreciation for their hard work and devotion. Royal Canin USA received a total of **171 nominations**; a 111% increase in nominations than the 2011 program! Globally, Royal Canin Associates made over 1,700 nominations. These results are something that each Associate can take pride in as they reflect all of our daily passion. Thank you to all Associates who nominated an individual or team this year. This program is successful because you take the time to recognize a job well done! Although the nomination period has officially closed for the 2013 program, continue to make a point to recognize your peers and line managers every day of the year for their contributions and achievements.

Congratulations again to all of the Associates who were nominated for a Make the Difference Award and good luck to the 2013 finalists who will move forward and bring their nominations to life at the Royal Canin Make the Difference Local Event in Saint Louis on June 26<sup>th</sup> 2013. From there, three semi-finalists will be selected to advance to the North American Regional Finals in Miami, Florida in September to represent Royal Canin USA alongside the finalists from all Mars business segments.



NOMINEES BY CATEGORY

<b>INNOVATION</b>					
Alan Harrington Alberto Favila Alisha Ezell Amanda Rehkop Amy Anderson Andrea Goldstein Andriana Thro Anthony Vondrak Beau Morgan Beth Geoppo Beth Schmidt Bev Roberts Bobby Schmidt	Brad Turnquist Brent Mayabb Brian Fassel Cathy Keeney Chris Goodwin Chuck Makatura Dan Markenson Dan Noble Dave Kornmann DJ Gracia Eric Lee Eric O'Brien Eric Shake	Erica Vogt Heather Winters Jackie Eager Jamie Bates Jamie Christian Jeff Kellerman Jennifer Conlin Jerry Bennis Jill Cline Joe Reynolds John Thaman Jorge Frydman Josef Grissom	Julie Harvey Katie Hartley Keith Levy Kris Sudtelgte Lisa Feller Liz Martin Loretta Jones Mark Williams Matthew Jurikson Mimi Stellman Nancy Carico Nick Metzger Nicole Stewart	Pam Kaufman Paul Winslow Peter Steinbach Rodrigo Melecchi Ronna Krahl Scott Fletcher Sharon Lund Stephany Davenport Tameka Bennett Thomas Long Tim Arthur Tim Connolly Tim Ilg	Tony Winkel Tracy Rogers Trey Kenne Valerie Turner Vanessa Krampe Vernon Haizel Walt Kras
<b>LINE MANAGER EXCELLENCE</b>					
Aaron Carney Alan Harrington Amanda Richter Amy Anderson Amy Maier Amy Rose Andrea Goldstein Ann Hudson Anne Cisler Anthony Vondrak Beau Morgan Ben Washburn Bev Robert Brad Turnquist Bradley Land Brent Mayabb	Brittany Campbell Bryan Rothlein Cathy Keeney Charles Belavic Christine Mertzlufft Dan Markenson Dan Victor Darren Mackin David Wagner Denise Lyons Dennis Mezzacappa Derric Fane DJ Gracia Elizabeth Reed Erin Fenstermacher	Gary Stites Greg Temperly Harvey Millar Heather Cabello Jamie Bates Jamie Rhymer Jann Wilson-Bell Jodee Renae Josef Grissom Josh Pacheco Karen Ehlers Kari Weber Kathy Joyce Katie Hartley Kim Sieber Kris Sudtelgte	Linda Engel Mark Harper Mark Rodriguez Marvin Maxwell Melissa Ammon Michael Andersen Michael Newkirk Miguel Hinojosa Missy Ammon Nathanael Gates Pam Kaufman Pat Vandegriffe Patrick Dubois Patrick Maloney Pete Bicart Pierre Wagner	Randy Beers Reynaldo Remeriz Robert Lee Rockey Henning Ron Wilson Ronna Krahl Sandra Brinkerhoff Saul Morelos Scott Blankenship Scott Fletcher Shannon Lopez Shannon Smith Stephane Gayet Steve Callahan Steve Young Tim Arthur	Tim Ilg Tim Mody Timothy Kee Tracie Bustos Travis Holt Trey Keene Valerie Turner Wes Manning William Wiseman
<b>PEOPLE</b>					
Aaron Carney Andriana Thro Brent Mayabb Cindy Rader Clare Cook Cody King Connie Bell	Courtney Schoen Curtis Warner David Holmes DJ Gracia Elizabeth Isele Elizabeth Kutryb Erica Vogt	Gary Sikes Grant Iden Heather Millard Jason Soucie Jennifer Sytsma Jennifer Wilson Jim Eyer	Kari Michalek Kari Weber Laura Uchtman Lauren Echstenkamper Lisa Feller Lucy Eyer Michael Newkirk	Mihir Adivarekar Mike Plank Nicole Stewart Randy Skasick Rob Hays Robin Beller Ronna Krahl	Staci Kombrink Tameka Bennett Todd Fudge Travis Black Travis Holt William Wiseman
<b>PLANET</b>					
Anthony Vondrak    Peter Steinbach					





Congratulations **Curtis Tiefenbrunn**, E-Commerce Project Manager, and wife Emily on the birth of their daughter Elizabeth Kate.  
Elizabeth Kate, Born May 13th, 2013  
7 pounds, 2 ounces



Erin Wilson, daughter of Manufacturing Analyst **Rhonda Wilson**, is pictured here with her gymnastics coaches. Erin is the level 7, age 14, 2013 MO State Gymnastics Champ. Congratulations, Erin.



Congratulations **Lisa Howser**, Veterinary District Manager, and husband Jeff on the birth of their daughter Paige Rhys.  
Paige Rhys, Born March 5th, 2013  
6 pounds, 5 ounces



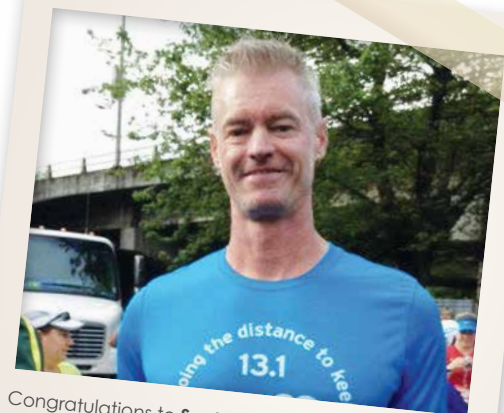
Congratulations to **Anne Cislser**, Supply Chain Manager, and her brother Scott Kolbe who completed their first half marathon – it was the GO! Half Marathon in Saint Louis, MO on April 7th, 2013.



Congratulations to **David Holmes**, Logistics Services Manager, and his wife Kim who welcomed two new grandchildren into their family within a few days of each other!



Jaina Kathryn Schmitz was born on March 31st, 2013 and Nolan Alexander was born on April 5th, 2013.



Congratulations to **Scott Fletcher**, National Account Manager for Rx Banfield and Petsmart, for completing the Portland Rock and Roll ½ Marathon on May 19th, 2013. Scott joined forces with Team Banfield Charitable Trust in support of raising funds for struggling pet owners. Scott played a tremendous role in the overall fundraising efforts and raised over \$3,600 in donations!



Welcome home Zeus! **Melanie Hicks**, S&F Staff Accountant, added this English Mastiff puppy to her family in April.

# ROYAL CANIN® SCRAPBOOK



Congratulations to **Chad Rolles**, NA Q&FS Coordinator, and wife Lori on the birth of their daughter Joslyn Fae.  
Joslyn Fae, Born March 28th, 2013  
8 pounds



Welcome home Bandit! Bandit was adopted by **Andriana Thro**, Digital Communications Manager, and her family on April 9th, 2013. He is a Labrador/Rottweiler Mix.



Congratulations **Tim Grizzle**, National Merchandising Manager, and wife Melissa on the birth of their daughter Simone Francine.  
Simone Francine, Born December 19th, 2012  
7 pounds, 8 ounces



Welcome Home Precipice! Precipice was adopted in April from Stray Rescue in Saint Louis, MO by **Anne Cislser** and her family. She is a nine month old Terrier mix.



Check out **Jamie Christian**, PRO Feline Rescue Manager, judging a cat show in Buenos Aires, Argentina. He said, "it was an experience of a lifetime!"



Aaron Bicart, son of National Account Manager **Pete Bicart**, recently earned Boy Scout's highest rank, Eagle Scout. Aaron will graduate magna cum laude from Carroll Senior High School in Southlake, TX and be attending the University of Texas at Austin this fall.



Congratulations to **Andrea Goldstein**, Veterinary Marketing Manager, and her husband Larry on the birth of their daughter Lyla Sophia.  
Lyla Sophia, Born March 19th, 2013  
6 pounds, 12 ounces

## SPECIAL MENTIONS

The **Royal Canin Factory** in North Sioux City, South Dakota was named the North Sioux City Development Corporation's business of the month in March. Congratulations!

**Dr. Craig Datz**, Nutrition and Scientific Affairs Manager, has just been elected as Vice-President of the American Academy of Veterinary Nutrition (AAVN). The AAVN is an international association of veterinarians and animal scientists with a common interest in animal nutrition as it relates to animal health. Congratulations!





# Celebrating Service ANNIVERSARIES

25  
YEARS

**CONNIE BELL**

Special Events Marketing  
Los Angeles, CA

**KEN BERRY**

Shipping II  
Rolla, MO

10  
YEARS

**RADU BACALOGU**

Veterinary District Manager  
Ogdensburg, NJ

**LISA CALANDRO**

Veterinary District Manager  
Fort Lauderdale, FL

**JOHN THAMAN**

National Key Account Manager  
White, GA

**VICTORIA BURKE**

Veterinary Regional Manager  
Highland Ranch, CO

**GRANT LUCAS**

Veterinary District Manager  
Duluth, GA

5  
YEARS

**SHELBY BROWN**

Veterinary District Manager  
Smiths Grove, KY

**TIMOTHY FRAYER**

Packaging I  
Rolla, MO

**ERICA VOGT**

Communications Manager  
St. Charles, MO

**ROBERT BURGESS**

Retail District Manager  
Mooreville, NC

**CARRIE KEOUGH**

Veterinary District Manager  
Bolingbrook, IL

**ANTHONY VONDRAK**

SES\* Manager  
North Sioux City, SD

**ELIZABETH MARTIN**

Cynotechnician – PRO Pillar  
Licking, IL

**MICHAEL WOODSTOCK**

Veterinary District Manager  
Milford, OH

**CARA MILLER**

Veterinary District Manager  
Edwardsville, IL

**BRYAN YOUNTS**

Veterinary District Manager  
San Clemente, CA



\*Safety, Environment, Security



## Banfield Charitable Trust Summer Pet Food Drive

6.17.13 - 7.26.13

For struggling pet owners, providing pet food can be the difference between being able to keep a cherished pet and being forced to surrender him or her. To help support their mission to keep pets and their people together, Royal Canin has joined Banfield Charitable Trust in their efforts to facilitate solutions to ensure no pet owner will ever have to surrender their pet.

### HOW ARE BANFIELD CHARITABLE TRUST AND ROYAL CANIN KEEPING PETS IN THEIR LOVING HOMES? HERE'S HOW...

#### INTRODUCING THE 40,000 POUNDS IN 40 DAYS SOCIAL MEDIA CAMPAIGN

Royal Canin and Banfield Charitable Trust are teaming up to support pet owner retention programs nationwide through the "40,000 Pounds in 40 Days" Facebook challenge, launching Monday June 17th 2013 and running through July 26th 2013. For 40 consecutive days, Royal Canin will be sharing inspiring stories through Facebook posts of cats, dogs and their families who were the recipients of pet food assistance programs through Banfield Charitable Trust. **For each "like" or "share" engagement, Royal Canin will donate one pound of food, up to 40,000 pounds.** The donations will support the opening of two pet food banks in Chicago and Kansas City.

#### OUR GOAL IS TO DRIVE ENOUGH "LIKES" AND "SHARES" TO DONATE 1,000 POUNDS OF PET FOOD EACH DAY.

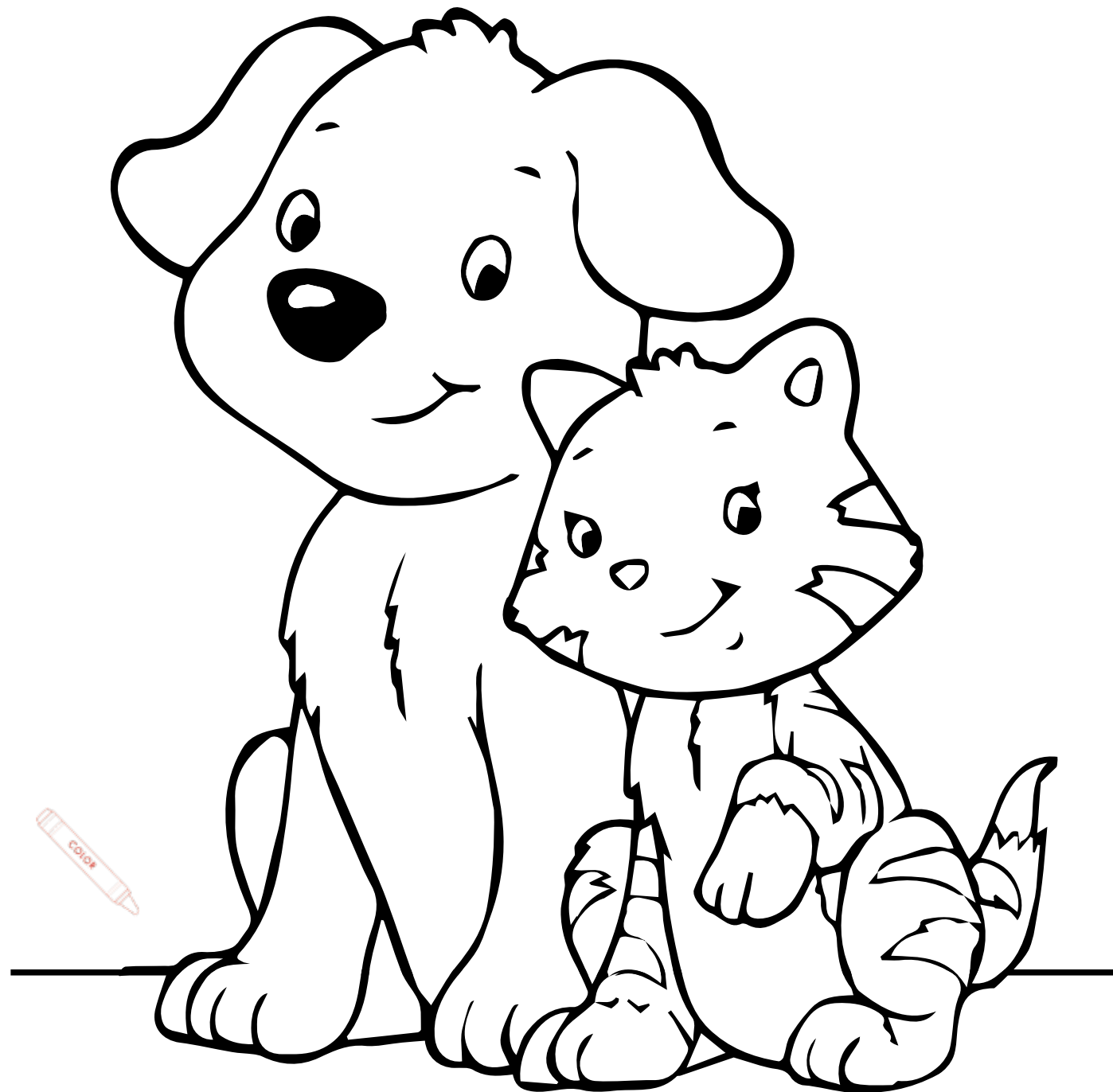
Don't miss this wonderful opportunity to "like" and "share" Royal Canin's exclusive partnership and support of the 2013 Banfield Charitable Trust Pet Food Drive with your accounts, customers, family and friends. Invite them to participate and help make a difference in pets' lives this summer!







## B.A.R.K Activity Page



We hope the youngest members of your family have grown to look forward to the B.A.R.K activity page!

**Believing Animals Reach Kids**



## National Take Your Daughters and Sons to Work Day ROYAL CANIN Style

4.25.13

One of the most enriching activities that our Royal Canin Associates participate in during the year is Take Your Daughters and Sons to Work Day. This national campaign allows us to reach out to our children for the purpose of mentoring youth on the importance of perseverance in seeking employment in today's workplace. Royal Canin has participated in this program for the last three years. This past year showed a growth in participation with 39 children attending.

With an age range of six to fourteen year olds, the focus on creating activities that would appeal to the entire group wasn't easy, but our Associates rose to the challenge and the result was a day of fun and learning.

### The workshops included:

A pet safety & dog behavior session  
**Led by Katie Hartley**

An interactive game that introduced the kids to the IT department  
**Led by Tim Connolly & IT Team**

A workshop on how to budget "Kibble" cash from the Finance team  
**Led by Tori Frea**

A visit from a Veterinarian who talked about caring for animals that are sick or injured  
**Led by Dr. Tony Winkel**

A hands on activity that helped the children understand the business model from the perspective of the factory, distributors, retailers, veterinary clinic and pet owners  
**Led by: The Logistics & Technical Services Teams**

An engaging and fun session that taught the children how our products get shipped to retailers and how we talk to consumers through circulars.  
**Led by Tim Grizzle & Barbara Summers**

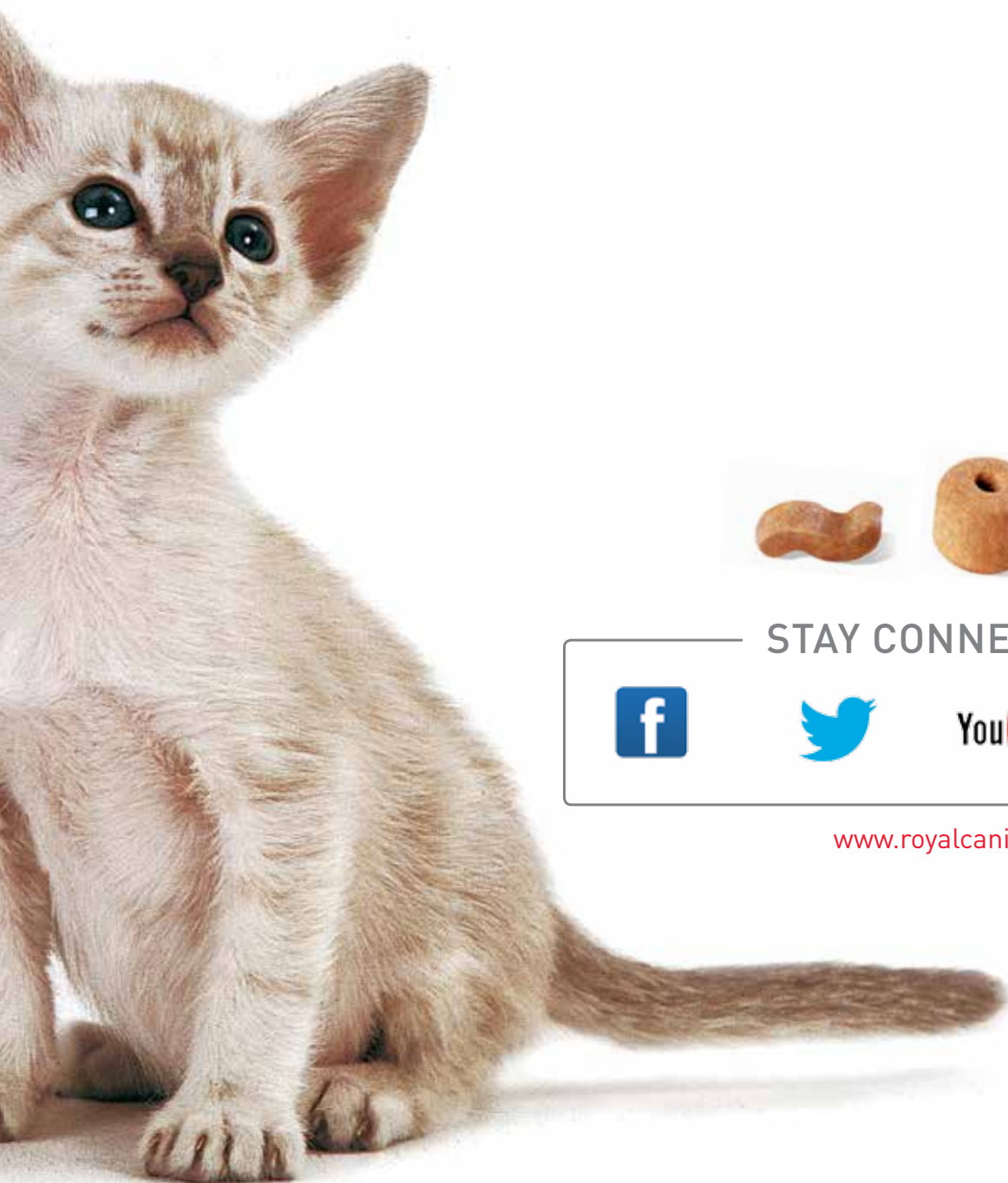
These workshops were designed to introduce the kids to different career paths, to spark an interest in a field of study or work that they had never thought about before and to give them a way to connect to their families at work. The day would not have been complete without a backpack full of fun items to take home, a tour of the corporate office and lunch with their parent or adult who brought them to work. From the look of the faces of the happy kids as they left that day, Take Your Daughters & Sons to Work Day was another huge success this year.

A huge **THANK YOU** to all of our Royal Canin Associates involved for making this a great day for our youth!





  
500 Fountain Lakes Blvd | Ste 100  
St. Charles, MO 63301



STAY CONNECTED



You Tube

*Pinterest*

[www.royalcanin.us](http://www.royalcanin.us)

REPORTER